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# THE JOHN WANAMAKER STORES

## The Wheel Club

The Wanamaker Wheel Club is intended to serve the interests of those salaried and professional people whose income is remarkable more for regularity than for magnitude.

Three things are necessary to entitle you to the receipt of a wheel:

First—The acceptance by us of the usual business references.

Second—The payment by you of the Club Fee (three dollars) and the first monthly instalment.

Third—The signing of an agreement to pay the balance of the price in a stated number of monthly payments.

These things having been done, we will send you immediately any wheel we carry in regular stock, as follows:—

2000 \$25 Continentals	Monthly payment, \$5
90 \$40 Humber Roadsters	Monthly payment, \$10
66 \$42 Humber Tourists	Monthly payment, \$10
76 \$45 Lady Humpers	Monthly payment, \$10
500 \$50 Orient Roadsters	Monthly payment, \$10
200 \$60 Orient, with Morrow Brake	Monthly payment, \$10
100 \$65 One-Thirty Orient	Monthly payment, \$12
100 \$75 Orient Chainless	Monthly payment, \$12
50 \$100 Tandems	Monthly payment, \$20

All brakes and extra fixings, usual extra charge.



## Bicycle and Golf Dress

The bicycle skirt has been evolving itself from dark and chaos for almost ten years. Do you remember the early attempts, that clung and bothered and flew around in spite of the little sand bags and lead weights in the hem? The experiments that failed so dismally; that bagged where they shouldn't and drew where they shouldn't and "hung" with all the free abandoned grace of a dejected meal-bag?

Now see these new styles and acknowledge that the world moves rapidly in these days. We have been heavy contributors to progress in this direction, and these last skirts of ours are as near to perfection as such dress can be.

Graceful, suitable, practical and becoming. Made from the right kind of goods and made as they must be to get our tag on them.

Five Dollars to Ten.

Suits, too, for golf and wheeling, \$8 to \$33.

## Golf and Tourists' Cape

We speak of them almost every day, because almost every day there are new ones to speak of. There's a wonderful coming and going in these garments. And the going keeps so close to the coming that the same style seldom meets your eye the second time.

Natural enough. The golf cape is a proper success because it's a common-sense success. It is a wonderfully "handy" garment, as well as one comfortable, dressy and becoming.

For wear on the links, where its usefulness began, for evening wear on the veranda, for steamer wear, for travelling wear, for the "throw-on" wrap for a run across the street,—for every purpose where warmth, ease and comfort can be required of a wrap, the Golf Cape satisfies.

Besides that, it's cheap and enduring. Ours at \$16 to \$27.50 are made from carefully chosen Scotch Rugs or Plaids, and made up in Paris. Those costing from \$7 to \$15 are made in New York from domestic and imported goods. All styles are shown here only.

Formerly  
A. T. Stewart & Co.,

## The French Silk Waists Are Here

The whole showing is ready for you this morning. We need to say very little about it beyond telling you that much, and adding the remark that it is a collection that we are proud to show.

The makers are Corne, Poret, Sara Mayer, and a dozen others of the great. The prices are from \$12 to \$60.

Further than this there is little that can be said in type or talk. Such indescribable exquisiteness as is shown in these had best be left to do its own advertising. Attempts to word-paint sunsets, Niagara, rolling-mills at night, and French costume and lingerie at their best, are generally painful for both writer and reader and pale failures besides.

So you must see these waists to learn what Corne and the rest can do with lace and ribbons and color harmonies when they try. Second floor, Tenth Street side and in the Little French Store.



## Summertime Dress for Women

It is a complete collection, and when we say that you will please give the statement something more than the merely passing notice granted to a tiresome formula. We don't use formulas. We state facts.

Completion in a line of summertime gowns is not an easy thing to achieve. It means a great many styles of gowns intended for a great many different purposes, in a great many materials. But they are all here.

Tailor-made suits in light-weight and light-hued summer suitings. Walking suits of especial sorts in medium-weight cloths. Simple little dimity dresses for country wear. Elaborate productions in organdies, rippled and foamed with ribbons and laces, for summer-hotel hops. Plain pique suits for beach wear. Linen and silk-and-linen gowns and suits for the piazza rocking-chair brigade. Brilliant little gowns in white and colors for the merry little maidens that dig and play and climb trees and have more fun than anybody. Bicycle suits and yachting suits and calling gowns and morning dresses,—and all the rest. That's a hint of the variety.

And all these in our own exclusive styles. All picked from picked makers. All examined with the scrupulous care that comes of knowing that our reputation lies in even such little things as the inside of a lining and the rough side of a seam.

And all priced no higher than good goods should be, and generally lower than others ask for theirs.

## Silk-and-Wool Velours.

Extraordinary offerings in high class dress fabrics have been frequent here recently, and the selling has been almost phenomenal. This morning there begins another sale than which there have been none, here or elsewhere, more advantageous. Half-price on the newest and handsomest of silk-and-wool velours, just when they're most wanted. Needless to point the economy of buying for future needs.

6,000 yards await you to-day, 44 inches wide; in 34 of the prettiest combinations ever woven—fairly priced at \$1 yard—but this lot at 50c. Very sure we can't duplicate them at that little price. (Rotunda.)

## Model Hats From Paris

And Our Own at \$8

Our Paris organization had the trained eyes and retentive memories of its millinery critics doing full duty at the Hippique Concourse and on the promenades of Paris on Easter Sunday morning.

The results of this last consensus of Parisian millinery ideas have reached us by the steamship "La Normandie," just unloaded, and are on view this morning. The selected ideas have been put into actual being by such people as Viot, Lewis, Mme. Drouard, Paul Viot & Berthe, Heitz Boyer, Carlier, Pouyanne and Marescot Soeurs.

Of course we can't describe such hats as these. In addition to these, a showing of

## Spring Hats at \$8 Each

from our own workrooms. Perhaps you think that these will suffer in such close conjunction with the Paris masterpieces. Come and see if they do. They cost \$8 but they are not \$8 hats.

## Men's Neglige Shirts

The First Day of An Important Showing

Men who are hard to suit are earnestly recommended to come in and see how little they can find in this collection to criticise. Men who have decided ideas as to what a Summer shirt should be, are invited to discover how thoroughly we agree with them. There is a showing here that is representative.

In the "novelty" weaves,—the sorts that some people call "exclusive" because they are somewhat uncommon—we show two hundred and eleven styles. Most of these are in the silk combinations that are destined for strong popularity among well-dressed men this Summer. Prices from \$1 to \$3.

We call these "neglige" shirts, because they are principally of the soft-bosom variety, intended for hot weather comfort. But most of these new ones are as dressy as you could wish a Summer garb to be. The dignified, effective, rather simple patterns, the beautiful colorings and the plentiful use of silk, achieve this result.

A hint of classification:

At \$1—A very remarkable shirt of Madras, to be worn with white collar. One pair of detachable cuffs to match shirt pattern. The finish and detail of this shirt will command instant attention. Sixty styles.  
At \$1.50—The Crepe shirt; wholly new. Seventeen excellent styles.  
At \$2—Shirts with body of cotton, and front of pure silk. Both cotton and silk are

woven on the same loom and in the same pattern and shade. Twenty or thirty styles.  
At \$2.75—Shirts of a combination of silk-and-wool,—tremendously effective and exceptionally handsome. Wholly new in all details. Forty or fifty styles.  
At \$3—The Henley shirt. London, made, of a very fine wool fabric. Narrow white cuffs are included.



## Especially Overcoats

Occasionally we hear comment anent our clothing. It is invariably favorable comment, but sometimes it is given with a distinct tone of surprise. We always wonder why anyone should be surprised at finding extraordinarily good things in this store. Those are precisely the things that you should expect to find.

Most women have learned this, but now and then there comes a casual man who appears astonished that a "dry goods store" should carry such "really excellent" clothing. Let such remember this:

First,—The Wanamaker stores began as a clothing store. We sold clothing before we sold dry goods.

Second,—Our clothing knowledge and our clothing business and our power in the clothing markets have grown quite as fast as our growth otherwise.

Third,—No exclusive clothing house in the country devotes more time, energy or ability to its business than we to this part of our business.

How can you expect to find anything but a good clothing store here? Among other things, we have the biggest assortment of the best Spring Overcoats that we have ever had in twenty-five years of big stocks. And the prices all through are less than the regular retail market. Like these:

At \$12—In all-wool covert cloth; silk lined; a leader.  
At \$15—In black unfinished worsted; silk lined and faced to edge; regular retail price is \$22.50.  
At \$15—In Oxford-mixed Vicuna; serge lined.  
At \$20—Silk lined and faced to edge; regular retail price is \$25.  
At \$20—In Oxford-mixed cheviot; silk lined; velvet collars; a regular \$25 coat.  
At \$25—Very fine quality sage green covert cloth; silk lined; all the ear-marks of the best custom made.  
At \$30—In best imported black Vicuna; silk lined and faced to edge. No tailor can make better for \$50.

Second floor, Fourth avenue.



## Tailoring for Men

Of course we do good tailoring,—what excuse have we for doing anything else? Of course we can do the best tailoring at considerably less than the best tailors' prices,—why should we not? The cloth markets of the world are open to everybody, but the biggest buyers get the best and get it cheapest. We are good choosers and heavy buyers, and when it comes to "exclusiveness" we can and do follow that idea farther than anybody we know.

The materials provided, the rest is a matter of craftsmanship. Cutting knowledge and tailoring ability are also matters of purchase, and we are high bidders for the best.

Reasons like these, which are only common-sense views of actual facts, make us really leading tailors, not alone in quality of work, but in amount of work. Our public is learning the results that come from these conditions, and we are making more Spring suits than even we ourselves expected or hoped.

If you'd like a specific example of best work at a low figure, we'll instance the cutaway frock coat and vest, made from black diagonal, worsted or cheviot, at Twenty Dollars.

Or the trousers at \$6.50 a pair. Or the business suits, from your choice of a huge variety in serge, cheviot and worsteds, at \$20 to \$45.

# JOHN WANAMAKER

Broadway, Fourth Ave.,  
Ninth and Tenth Sts.